

Brief Bio

Mark Neuenschwander of Bellevue, WA is considered by many as the world's leading expert in the field of drug dispensing automation and barcode point-of-care systems. He is best noted for The Neuenschwander Reports, the latest of which is entitled *To The Bedside 2: An Expanded Review of Bar-Code Point of Care Solutions*.

Neuenschwander, an engaging communicator and insightful consultant, has clients across the United States and throughout the world in Canada, Australia, Italy and The Netherlands.

Neil Davis, Editor of *Hospital Pharmacy*, says, "I don't know of anyone more knowledgeable about medication use automation than Mark Neuenschwander. Before you commit in this area, it makes sense to consult with the expert."

Expanded Bio

Mark Neuenschwander

In 1992, after a twenty-year distinguished tenure as a minister, Mark Neuenschwander embarked on an exciting change of career. Applying his research and communication skills to the field of dispensing automation for hospital pharmacy, Mark quickly became known as a valuable "go-to" resource for those trying to piece together the medication-use automation puzzle.

His firm, The Neuenschwander Company was incorporated in 1993. Under the banner of HOSPITAL REPORTS he began publishing the industry-acclaimed report entitled *FROM THE PHARMACY TO THE NURSE: A review and assessment of automated dispensing technologies*. In reviewing this report the American Journal of Health-System Pharmacy said "The manual is a must for decision-makers contemplating drug distribution automation for the first time or considering automation changes, add-on, or upgrades." Thousands of health care decision makers have utilized Neuenschwander Reports, including the latest entitled: *TO THE BEDSIDE 2: An Expanded Review of Bar-Code Point of Care Solutions*.

While research and reporting make up the core of Neuenschwander's business, the bulk of his business involves presenting information and insight via lectures and consulting services. He has presented numerous seminars on pharmacy dispensing automation and bedside bar-code technologies to professional societies throughout North America and Europe at ASHP, ASCP, NWDA, and NPSF meetings and at state and local Societies, as well as group purchasing organizations and other entities.

Neuenschwander was a leading advocate and activist for promoting federal regulation to require barcodes on all medication packaging. In 2002, he testified before the FDA on proposed regulations related to barcode labeling of medications.

Consulting services have been engaged by hospitals, large and small, including The Cleveland Clinic Foundation, City of Hope, Overlake Hospital, Washoe Medical Center, Queen of Peace, Salinas Valley Memorial Health System, Vancouver Island Health Authority South and many others.

Drug companies, drug wholesalers, pharmacy management companies and many automation vendors in the US regularly engage Neuenschwander's consulting services. At the same time, Neuenschwander remains independent of and un beholden to these companies. He maintains a commitment to and a proven track record in remaining unbiased in his reporting on the industry and its offerings.

Neuenschwander has published articles in several journals including AJHP, Hospital Pharmacy, and HealthCare Informatics, Pharmacy Purchasing & Products. His blog entitled, "I've been thinking..." is read each month by thousands. He is frequently interviewed by healthcare publications including Pharmacy Practice News, Drug Topics, AJHP, and many others. He also contributed the chapter on "Dispensing Automation and Medication Errors" for Michael Cohen's *Medication Errors*—the textbook considered by the profession to be the Bible on the subject. He also penned a chapter for the HIMSS award winning book *The Impact of Information Technology on Patient Safety*, entitled "The Role of Automated Dispensing Technology in a Safe Medication Use Process."

Neuenschwander is considered by many to be the leading resource and authority in the world on dispensing automation and bar-code point-of-care systems.